

ABSTRACT

Negatif e-Wom significantly affect emotional belief. In particular, if a potential slide exposed online forums with a negative slide reviews Rukan, trust their emotional on these companies and their desire to buy products that would be much lower. So this research would like to know how the Negatife-Wom on Social Media On the trust brand (case study Discussion Online Kaskus Indonesia). This research uses a quantitative approach. Samples taken as many as 200 respondents with non-probability Sampling techniques. The results showed that the negative e-Wom give negative influences on Trust brand (the higher the strong Negative e-Wom, then declining Trust brand). The only Negative is the e-Wom influence of 41.1% on Trust brand for customers Telkomsel Flash in the online discussion spaces Kaskus, while the rest of 58.9% by other variables which are not examined. Managerial implications, advised Parties Telkomsel Flash should continue to pay attention to a matter that can push the negative e-Wom. Given the results of this research mentioned that e-negative Wom can affect a customer's trust. Skating can diminish his confidence if they get negative e-Wom about their products. Thus Telkomsel Flash should pay more attention to negative the existence of more e-Wom Telkomsel Flash related products.

Key words: e-Negative Wom, trust brands, Telkomsel Flash online discussion Spaces, Kaskus